

## TRAFFIC SAFETY PROGRAMS WORK TO KEEP THE BUMMER OUT OF OUR KIDS' SUMMER

**T**he long lazy days of summer hold different delights for different people. For kids, summer is a time of seemingly endless days filled with bike riding, skateboarding, swimming pool parties, ball games on neighborhood streets (not a good idea), marathon movie matinees and just hanging out with friends. For adults summer is arriving at and leaving work in daylight, neighborhood barbecues, evening tennis, Saturday golf and a chance to spend a little more time with the kids. For the California Office of Traffic Safety (OTS), summer means increased risk of injuries to kids as drivers, cyclists, skateboarders and pedestrians vie for the same roads.

According to the California Highway Patrol (CHP) more young people are injured during the summer than in any other season. In California from 1993-'97, the number of summer fatal and injury bicycle collisions increased an average of seven percent above other seasons and increased nearly 14 percent above winter. The reasons for increased traffic injuries to kids during summer are clear: first,

motorists unaccustomed to increased bike and pedestrian travel are caught unaware by cyclists darting inappropriately in and out of traffic and skateboarders illegally jumping off curbs; and, second, kids often lose sight of safety when at play.

Recognizing these risks, OTS has several programs to educate kids about safety rules and ensure that young vacationers do not end up as tragic statistics.

"It is important that children are made aware of traffic dangers as they enjoy themselves during the summer," says OTS Director Arthur Anderson. "In a contest between a car and a child on a bike or walking, the loser is clear."

The statistics are sobering. According to the CHP, in 1997, more than 8,500 pedestrian, cyclist, or skating children in California were killed or injured due to being struck by an automobile.

Programs like the [City of Lemon Grove's Pedestrian and Bicycle Safety Training and Helmet Program](#), [California Science Center's Traffic and Bicycle Safety Program](#) and the statewide [Safe Moves](#) program educate children and adults about the dangers that exist and effective measures they can employ to avoid tragedy. All three offer free training to schools and communities on pedestrian safety and bicycle safety. Certified personnel teach children how to properly fit helmets and about basic traffic safety laws designed to protect them and the kids actually demonstrate what they learned on obstacle courses or simulated traffic situations. The interactive programs get the children involved



Lemon Grove children receive on the street safety training from a certified peace officer as part of the city's Pedestrian and Bicycle Training and Helmet Program.

## OTS GIVES TEENS HOMEWORK

Participants in the recent Teenwork Symposium had a take-home assignment from the Office of Traffic Safety (OTS). Teens were asked to contact OTS grant project directors to explore ways to integrate ideas generated at the symposium into existing traffic safety programs. The teens were also encouraged to take the lead in traffic safety among their peers to develop new programs for their communities.

Teenwork is funded by a number of public and private agencies including the Office of Traffic Safety (OTS). It began in 1984 through the efforts of several individuals, including OTS Assistant Director Marilyn Sabin, who recognized that teens play an important role in our society and can learn a great deal from each other. The annual symposiums are conducted by high school students and focus on issues pertinent to teens including DUI, pregnancy, addictions and self-esteem.

"One of the keys to a successful teen program is teen involvement," said Sabin. "The comfortable atmosphere of the Teenwork Symposium allows for an honest exchange of ideas and solutions."

The 15th annual Teenwork Symposium was recently held in Garden Grove and involved more than 500 participants. The annual event is organized by members of the California Youth Council (CYC), an organization made up of high school students committed to conducting outreach to their peers. Myel Jenkins started with the program 10 years ago as a high school student and today is a CYC regional coordinator.

"Teenwork allows you to be yourself and talk about things like peer pressure that you may not feel comfortable discussing with an adult," said Jenkins.

In upcoming months CYC members will follow up with the participants to remind them of their assignments and monitor their outreach efforts with the OTS programs.

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# Landmarks in Legislation

**T**he following measures are currently being tracked by the California Office of Traffic Safety Legislative Unit. If you have any questions, please contact the author's office or the OTS Legislative Representative Richard Woonacott, at 916/262-0824, or e-mail [rwoonacott@ots.ca.gov](mailto:rwoonacott@ots.ca.gov).

## SENATE BILL (SB)

**363**, *Senator Figueroa (D-Fremont, 916/319-6671)* - Automotive insurance: coverage for damaged child safety restraint systems - This bill would require every policy of automobile liability insurance, and every policy that provides automobile collision coverage, automobile physical damage coverage, or uninsured motorist property damage coverage to provide coverage for the

replacement of a child passenger restraint system that was in use by a child during a collision or upset of a covered vehicle or another vehicle.

**SB 567**, *Senator Speier (D-Hillsborough, 916/445-0503)* Vehicles: child passenger restraint system: seatbelts - This bill would increase the fines for offenses involving child passenger restraint systems.

**ASSEMBLY BILL (AB) 15**, *Assembly Member Gallegos (D-Baldwin Park, 916/319-2057)* Schoolbuses: passenger restraint systems: seats - This bill would require the State Board of Education to adopt regulations to require a passenger in a schoolbus equipped with seatbelt assemblies to use the assembly as specified.

**AB 187**, *Assembly Member Hertzberg (D-Sherman Oaks, 916/319-2040)* - Grant Information Act of 1999 - This bill would establish the Grant Information Act of 1999 to require state agencies to make available on their the Internet websites, on or before July 1, 2000, or within 6 months of the establishment of such a site, whichever is later, a listing of all grants administered by that agency. This bill would require the websites to include access to grant forms and publications from the office, which would provide instructions on filing grant applications electronically; or on the manner which to download, complete, and mail grant applications to the state agency; or both.

**AB 803**, *Assembly Member Torlakson (D-Antioch,*

*916/319-2011)* - Vehicles: driving under the influence: persons under 21 years of age - This bill would require a court, upon finding a person guilty of a first violation of the specified to order the person to complete, at a minimum, the educational component of an alcohol and other drug and counseling program that is licensed. Upon finding a person guilty of a second or subsequent violation of the specified provision, or of a violation of the specified provision that occurs after the person's driving privilege has been suspended, revoked, or delayed by the Department of Motor Vehicles for a separate violation of the provision described below that prohibits driving with a blood-alcohol concentration of 0.01% or greater, the court would be required to order the person to complete, at a minimum, a specified 30-hour alcohol and other drug education and counseling program.

## CAL NETS UPDATE

The California Network of Employers for Traffic Safety (CAL NETS) has partnered with the Los Angeles Area Chamber of Commerce to improve the safety of area employees and citizens on the streets and highways. CAL NETS will provide to Los Angeles area employers the tools to lower the costs associated with workplace traffic safety collisions and raise productivity while educating employees about important traffic safety issues: aggressive driving, coping with rush hour traffic, driving while fatigued.

This innovative partnership will provide an incentive for similar pairings in other large commuter cities like Los Angeles, allowing them to benefit from the workplace safety programs NETS

offers to protect employees, their families and the community from the financial and human losses of traffic crashes. The Los Angeles Chamber of Commerce has already shown its commitment to the community by hosting a child car seat check earlier this year.

The Chamber plans to get the word out to employers, that traffic safety saves lives and money providing an overall value to the community, through news releases, information on their web site, updates in their publications and community events. CAL NETS looks forward to expanding upon these partnership efforts.

For further information about CAL NETS, contact Dr. Sheila Sarkar at 619/594-0164.

**CALIFORNIA**  
**NETS**  
Network Of Employers  
For Traffic Safety



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BUSINESS, TRANSPORTATION AND  
HOUSING AGENCY  
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<http://www.ots.ca.gov>

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OTS

# director's column

If you're a parent like I am you may share my view of summer vacation. My two thoughts about summer vacation are, I wish I had one, and I hope my kids stay safe. As Director of OTS, I have learned much about problems facing communities throughout the state because these communities ask for grants to enable a solution. What I've learned most from my

experiences in public safety is that this time of year - summer vacation - can be a killer for our kids. Statistics reveal that injuries/fatalities during summer months are on average seven percent higher than in other months when most children are in school.

**ARTHUR L. ANDERSON**

When they're not in school, they're on their bikes going to a part-time job or riding around the neighborhood. They're on foot, walking to the corner store or to a friend's house. They're on skateboards, rollerblades and countless other types of non-motorized transportation. And many teens are behind the wheel with free time on their hands.

During the school year, we take our traffic safety programs to kids in assemblies and other school-based activities. But during the summer, we don't have the captive audience and must find new ways of reaching kids. This issue is dedicated to providing you with program ideas that keep pedestrian, occupant and bicycle safety awareness high among kids, their parents and the community.

**Safe Moves**, featured in this issue of *OTS Tracks*, and other grantee programs like the **California Science Center's Traffic and Bicycle Safety Program** and **Lemon Grove's Pedestrian and Bicycle Safety Training and Helmet Program** provide a forum for kids and parents to come together and learn how to be safe in the car, on a bike or while walking. Anytime you can gather a group of kids or their parents together and talk safety, I encourage you to do so. Your efforts will pay off in saving kids from injury this summer.

While I may secretly yearn for a summer vacation of my own, my ideal summer break is truly one where all our children come home safely every day. If there's one educational aspect you can focus on this summer, teach your community about the need to be extra cautious and watch out for kids. It takes each of us to make this summer vacation something positive kids will remember.

# and trends

□ The National Highway Traffic Safety Administration (NHTSA) has announced a new rule establishing a single, standardized system for installing child safety seats. All new cars and light trucks will include a standard anchor in the back seat that will link to new child safety seats, which will also have three standard attachments. According to NHTSA, child safety seats are improperly installed 70 percent of the time and improper installation annually contributes to the deaths of 230 children ages 0-6. The new NHTSA rule will take effect September 1. All new vehicles must be equipped with the systems by September 2002. In the meantime, new child safety seats can continue to be used with safety belts. Contact 202/366-9550 for more information.

□ The American Coalition for Traffic Safety convened its second blue ribbon panel, "Protecting Our Child Passengers" and outlined recommendations to strengthen safety belt laws, address product design issues and increase funding and public education campaigns. The panel encouraged more educational programs for putting children ages 4-8 in booster seats and urging older children to wear safety belts. The U.S. Department of Transportation will review the recommendations. The panel will issue a progress report on the implementation of their recommendations in one year. Contact 703/243-7501 for more information.

□ The graduated licensing law adopted by California last year is gaining support in Canada. The Insurance Institute for Highway Safety and the Traffic Injury Research Foundation of Canada are preparing a "blueprint" of core provisions for a Canadian graduated licensing law. Such laws restrict driving times and circumstances for beginning drivers and allow them more time on the road as they gain experience. Twenty-four U.S. states have adopted some form of graduated licensing since 1994. Contact 613/238-5235 for more information.

## KID'S SUMMER (Continued from page 1)

making them active participants in this valuable education.

"These programs make children responsible for their own safety," said Anderson. "They provide the tools they need to look out for themselves, and become safe pedestrians and cyclists while still enjoying all that summer has to offer."

The programs run year round, educating kids even when school is out. Parent participation is also encouraged.

"Even though a lot of parents may not be home during the day during the summer while their children are out, they are ultimately

responsible for instilling in their children the proper guidelines to protect themselves," said Sargent Peggy Frailey of the Lemon Grove Sheriff's Station. "We help that process along by providing training to the parents as well as the kids."

**Safe Moves** and the **California Science Center** program are also available to children in many underserved communities where traffic safety education in schools may be limited due to budget constraints.

"These children are tomorrow's drivers. Starting their traffic safety education early makes for safer roads for the future," said Anderson.



# GRANTEES ON THE MOVE



Educating young people about traffic safety is a true investment in the future safety of the next

generation. That's just one of the goals of Safe Moves, a non-profit 501(c)3 bicycle and traffic safety education organization, founded in 1983. Every year this program educates and trains 1.9 million children and adults all over California on transportation safety providing lessons that save lives.

Founded by Executive Director Pat Hines following the tragic death of her best friend in a traffic collision, the statewide program has been funded by the Office of Traffic Safety for 10 years. **Safe Moves** operates by conducting interactive workshops, not just lectures, but programs that require the involvement of the students, showing them the consequences of risky traffic safety behavior and the direct consequences of ignoring those risks.

The elements of **Safe Moves** include school workshops, parent workshops

and all-day traffic safety rodeos in which kids demonstrate the safe moves they've learned. The school workshops consist of a trained **Safe Moves** instructor discussing the different elements of bicycle, pedestrian, rail, vehicle occupant and recreational safety in a step-by-step format that is easily understood and implemented. The instruction involves role-playing in a "Traffic Jeopardy" game in which the instructor is the host and the students are the contestants and the studio audience. After listening carefully to the instructions, the students win prizes for giving and demonstrating correct answers on the traffic safety information they've learned. The format maintains the interest of the children by using exhibits of traffic signals, cars, houses and driveways, stores and schools, intersections and sidewalks, bicycles and helmets. Using the exhibits allows the children to simulate real-life experiences and act out the traffic situations described in the game and the appropriate safety steps to take.

"It was just like practicing on the street," remarked Jose Perez, a ninth grader who participated in the program.

The safety education taught in **Safe Moves** includes all aspects of bike and pedestrian safety from telling students safe places to ride, to showing how to select appropriate clothing and helmets, to simple bike maintenance and repair, to the rights and responsibilities of cyclists and pedestrians. Students are taught to walk with adults, stranger awareness, recognition and avoidance of common pedestrian and bike collisions, and the regulations and ordinances that govern cyclists and pedestrians. Instruction is also given for riding the bus and train. The lessons are tailored to meet the needs, knowledge and learning abilities of the audience. Two-year-olds are taught simple pedestrian rules of holding an adult's hand while crossing the street, whereas 14-year-olds anxious to obtain their drivers learning permits are taught more complicated traffic safety regulations.

Parent workshops also are offered which address the same issues outlined in the school workshops, in addition to a discussion of pertinent laws. Hands-on helmet fitting and adjustment is also offered. The parent workshops also involve similar exhibits giving them the opportunity to demonstrate how they would help their child negotiate the dangers that exist.

The **Safe Moves Traffic Safety Rodeos** are all-day events that allow children to show off the safe moves



Los Angeles area kids show off their "safe moves" along a simulated street setting during a traffic safety rodeo.



cont.

they've learned in the workshops - proper braking and handling, dismounting techniques, turning and signaling. Participants also demonstrate other lessons learned such as being aware of vehicles at intersections and driveways, correct use of bike lanes and paths, yielding the right-of-way, proper crossing, motorist behaviors, helmet use, proper maintenance and clothing. Pedestrian safe moves are also demonstrated. The participants are expected to show up with proper helmets and clothing and will not be allowed to participate unless appropriately outfitted.



U.S. Secretary of Transportation Rodney Slater (left), Safe Moves instructor Pam Nye and the Los Angeles County Health Department's Randall Henry at the Trinity Street Children's Center for Safe Moves-Safety Belt Safe U.S.A. presentation coordinated by the L.A. County of Health.

**Safe Moves** provides real grassroots outreach, going beyond merely lecturing and providing brochures. Getting kids and parents involved makes the real difference, and it works! Several years ago, the mother of six-year-old Brenna Mosley attended a traffic safety workshop in South Central Los Angeles, and purchased a helmet for her daughter after the session. Soon after, Brenna, while obeying the bicycle safety rules she had learned by stopping before crossing a driveway, was run over when the driver overshot the driveway. Fortunately,

due to the new helmet she was wearing, Breanna's life was spared and she's alive today to tell about it. Other children whose lives have been spared as a result of wearing their helmets often accompany the **Safe Moves** instructors on the road, giving students their first-hand accounts of how wearing helmets and knowing the rules saved their lives.

"Breanna is living proof of what this program is designed to accomplish," said Hines. "Some kids think they are too cool to wear helmets, but the program shows them that it's easy to be careless and it takes guts to be safe."

**Safe Moves** consists of six dedicated staff, working six days a week. Their commitment and hard work pays off as they travel throughout the state, educating, training and providing life-saving information. The workshops are conducted in English and Spanish. Translators are also available for other languages, so no one has to miss out on the invaluable lessons taught through the program. The program also goes into all types of communities to include children of all socioeconomic and ethnic backgrounds.

"The seminars were outstanding. I was impressed by the instructor's ability to deliver the information in a fun, informative and visual manner. Her skill in translating salient concepts in both English and Spanish are critical to student retention," said Tim W. Bower of the Los Angeles Unified School District.

**Safe Moves** workshops and rodeos are conducted in Los Angeles, San Jose, San Diego, San Leandro, Menlo Park, Cupertino, Saratoga, Morgan Hill, Gilroy, Oakland, San Mateo, Pasadena, Burbank, Glendale, San Fernando, Bell Gardens, Santa Paula and Sacramento. The program also has individual contracts with other



Breanna Mosley, whose life was saved due to the lessons her mother learned during a Safe Moves parent training session, with OTS Director Arthur Anderson

areas of the state.

Throughout its existence, **Safe Moves** has won many awards including the "1996 Secretary of Transportation Child Transportation Safety Award" from the United States Department of Transportation. **Safe Moves** was also selected as a "1998 Best Practice" by the Association of Bicycle and Pedestrian Professionals.

For more information about Safe Moves, please contact Pat Hines at 818/908-5341.

**Check this out! The OTS web site will have a new look and a new address later this summer. See for yourself at <http://www.ots.ca.gov>**

# CALIFORNIA OFFICE OF TRAFFIC SAFETY

August 12

## **California Coalition Against Driving Under the Influence (CaDUI) Annual Meeting**

Sacramento, Calif.  
Contact: Dawn Wilcox, 310/453-6540

Sept. 2

## **Law Enforcement Law Enforcement/Traffic Safety Day**

California State Fair, Sacramento, Calif.  
Contact: Janet Lane, 916/262-0908

Aug. 29- Sept. 3

## **National Association of Governor's Highway Safety Representatives (NAGHSR) Annual Meeting**

San Antonio, Texas  
Contact: 202/789-0942

Oct.

## **California Association of Safety Educators**

Location TBA, 800/858-7743

Oct. 17-23

## **National School Bus Safety Week**

Contact: National School Transportation Association, 703/644-0700

Oct. 25-27

## **California Childhood Injury Prevention Conference**

Marriott Mission Valley, San Diego, Calif.  
Contact: 619/594-3691

Nov. 22-28

## **Air Bag and Seat Belt Safety Campaign ABC Mobilization**

Events held statewide and nationally  
Contact: 202/625-2570

December

## **California Drunk & Drugged Driving (3D) Awareness Month**

Contact: Angie Gilbert, 916/444-8014

December

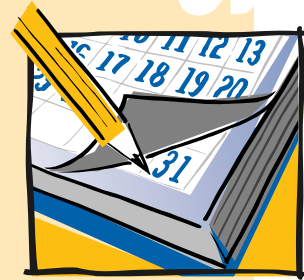
## **"Lights on for Life"**

Contact: Angie Gilbert, 916/444-8014

December 5-8

## **Police Traffic Services Seminar**

Monterey Plaza Hotel, Monterey, Calif.  
Contact: Jeff Hammond, 916/262-0882



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OF TRAFFIC SAFETY**

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